

# 10th National Clean Cities Conference and Expo

Ft. Lauderdale, Florida • May 2-5, 2004



*Celebrating a Decade of Drive*

## Exhibitor Prospectus

American Fuels  
for American  
Transportation



U.S. Department of Energy  
Energy Efficiency  
and Renewable Energy

Hosted by the U.S. Department of Energy, Office of Energy Efficiency  
and Renewable Energy, and the Gold Coast Clean Cities Coalition



*We are eager to  
welcome you. . .*

to Ft. Lauderdale, Florida, May 2-5, 2004, for the world's largest alternative fuel vehicle (AFV) exposition. We'll be celebrating a "decade of drive"—10 years of Clean Cities Conferences—at the Greater Ft. Lauderdale/Broward County Convention Center and want you to join us as an exhibitor.

Clean Cities is a government-industry partnership that relies on a national network of Clean Cities coalitions and stakeholders to advance the sustained sales and use of AFVs and the fuels that power them. This is a great opportunity to showcase your goods and services to a large concentrated audience. More than 1,000 people registered for the 9th National Clean Cities Conference, and we expect even more this year.

## **An Invitation to Exhibit**

We hope you will exhibit in Ft. Lauderdale. The Convention Center is just 180 steps from the Marina Marriott, the official conference hotel. The Expo Hall boasts almost 65,000 square feet and a ceiling height of 30 feet.

Ft. Lauderdale's unhurried, laid-back atmosphere offers a comfortable environment for conducting business, whether it's in the beautiful Convention Center or in one of the more than 3,500 dining establishments in Broward County.

## **Who Attends?**

- Account Executives
- Alternative Fuels Project Managers
- Alternative Fuel Providers
- AFV Policy Analysts
- Auto Dealers
- Clean Cities Coordinators
- Communications Directors
- Contract Compliance Officers
- Education and Training Associations
- Energy Program Managers
- Engineering Analysts
- Environmental Engineers and Managers
- Equipment Suppliers
- Federal, State, and Local Government Officials
- Fleet Managers and Operators
- Government Agencies
- Industry Presidents and Stakeholders
- Industry Publication Editors
- Legislative Assistants
- Marketing Managers
- Operation Managers
- Original Equipment Manufacturers
- Plant Engineers
- Policy Makers
- Pollution Prevention Managers
- Product Engineers
- Program Analysts
- Researchers
- Sales Managers
- Senior Policy Advisors and Scientists
- Strategy and Planning Managers
- Technical Marketing Consultants
- Transportation Directors and Operations Specialists
- Transportation and Air Quality Planners
- Utilization Engineers
- Vehicle Compliance Specialists





## Why Trade Shows?

### Save Time, Money, and Effort

- Trade shows are the No. 1 source for final decisions.
- Trade shows deliver a targeted audience of prospective buyers.
- Trade shows are an effective, efficient way to promote products and make multiple customer contacts in a short period of time.
- Trade shows allow exhibitors to meet and reach new prospects.
- The cost to close a sale from a trade show lead is lower than closing a sale without in-person customer contact.

### Make Money

- Clean Cities is partnering with major industry publications, associations, targeted fleets, and coalitions throughout North America to promote the 10th National Clean Cities Conference and Expo. This effective, targeted promotion will bring qualified fleet customers—prospective buyers—to your booth.

## Exhibitor Benefits

### This year's offerings include:

- Deep discounts for registering early and online
- Discounts for sponsors who purchase multiple booths
- Discounts for companies who exhibited in 2002 and 2003
- Special acknowledgment for companies that have previously exhibited during our "decade of drive"
- One complimentary full conference registration with each booth purchased
- Discounted full conference registrations with booth rental
- Discounted exhibit-hall only registrations for exhibit booth staff
- 10 complimentary one-day exhibit-only passes for customers and prospects (maximum of 50 per company)
- Link to your home page from the Clean Cities Conference Web site
- Company description in the conference exhibitor directory

### In addition to those incentives, each exhibitor receives:

- 10' x 10' exhibit booth
- 8' high background drape and 3' high side divider drape
- 7" x 44" sign containing company name and booth number
- 6' wide skirted table
- Two chairs
- Wastebasket
- Carpeting

## Accommodations

The Ft. Lauderdale Marina Marriott (below) is the official hotel for the 10th National Clean Cities Conference. With beautiful views of the city and Intracoastal Waterway, the Marina Marriott sits across the street from the convention center and is only three miles from the Ft. Lauderdale/Hollywood International Airport. We urge you to make your reservations early.

### Hotel Rates

**Single Room:** \$149. April 9, 2004, is the deadline for the conference rate. Reference "Clean Cities" when you make your reservation.

**Government Rate:** \$69. A limited number of rooms are available on a first-come, first-served basis.

**Reservations:** 800-433-2254

**Web site:** [www.marinamarriott.com](http://www.marinamarriott.com)



## New Tradeshow Hours

### Sunday, May 2, 2004

7:00 a.m.–6:00 p.m. Exhibitor Set-Up

3:00 p.m.–6:00 p.m. Ride-n-Drive

### Monday, May 3, 2004

7:30 a.m.–8:30 a.m.

10:00 a.m.–10:30 a.m.

Noon–1:30 p.m.

3:00 p.m.–3:30 p.m.

5:00 p.m.–7:00 p.m.

### Tuesday, May 4, 2004

7:30 a.m.–9:00 a.m.

10:00 a.m.–10:30 a.m.

Noon–3:00 p.m. Expo Hall Open, Ride-n-Drive

4:30 p.m.–5:30 p.m.

### Wednesday, May 5, 2004

9:00 a.m.–Noon

Expo Hall Open, Ride-n-Drive

Noon–6:00 p.m.

Exhibitor Tear-Down





## Start Planning for Next Year

11th National  
Clean Cities Conference

Palm Springs, California  
May 1-4, 2005

## Register Online

As part of our commitment to "walk the talk," we are offering significant savings to attendees who register early and online. It's quick, easy, and secure. But hurry! Early online discounts end March 31, 2004. To sign up, visit [www.ccities.doe.gov/conference/lauderdale/reg\\_fee.html](http://www.ccities.doe.gov/conference/lauderdale/reg_fee.html). For more information, contact 800-224-8437.

## 2004 Rules and Regulations

In purchasing exhibit space for the 2004 National Clean Cities Conference, exhibitors accept the rules and regulations outlined below.

### Arrangement of Exhibits

All booth arrangements shall conform in all respects to the dimensional, height, and weight requirements as set forth in the exhibitor services kit.

### Assignment of Space

The National Renewable Energy Laboratory (NREL) shall use its best efforts to assign booth(s) in one of the locations designated by the exhibitor. NREL reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

### Cancellations

No refunds will be issued.

### Compliance with Laws and Rules and Regulations

Exhibitor agrees that its use of the licensed area will comply with all federal, state, and local laws, ordinances and regulations. The exhibitor agrees to comply with the policies of NREL and the Convention Center.

### Exhibitor Costs

Exhibitor fees cover only those items described in this prospectus. Any other booth furnishings and equipment must be contracted through the official exhibit service contractor or the Convention Center, which will be detailed in the exhibitor services kit.

### Security

The Greater Ft. Lauderdale/Broward County Convention Center maintains an in-house security operation. The building security staff provides 24-hour security coverage for the center's perimeter and internal corridors and has a life safety alarm system. Building security staff will also secure exterior and interior access doors as well as monitor internal traffic flow.

Reasonable efforts will be made to prevent loss. The final responsibility, however, lies with the exhibitor. NREL and/or the Greater Ft. Lauderdale/Broward County Convention Center assume no responsibility for property placed in the licensed area of the convention center by exhibitors.

### Failure to Hold Exhibition

NREL shall not be financially obligated or otherwise committed in the event of the exhibition being canceled or deferred on account of Force Majeure, as defined in contractual agreements with the Convention Center, including fire; flood; riot; earthquake; civil commotion; insurrection; act of God; labor disputes; strikes; wars; shortage of or inability to obtain materials, supplies or utilities; or any law, ordinance, rule, regulation; or any other cause beyond NREL's reasonable control.

### Indemnification and Hold Harmless Clause

Exhibitor agrees that it will conduct its activities upon the premises so as not to endanger any person lawfully thereon and agrees to indemnify and hold harmless, NREL, the U.S. Department of Energy, the Gold Coast Clean Cities Coalition, the Greater Ft. Lauderdale/Broward County Convention Center, and the City of Ft. Lauderdale (the "Indemnified Parties") from any and all claims, demands, losses, liabilities, costs or expense of any nature whatsoever. The exhibitor hereby assumes full responsibility for the acts and conduct of all persons admitted to the premises by consent of exhibitor, and exhibitor agrees to pay damages for any damage to the Convention Center facility or premises resulting from its use or occupancy thereof, or from persons participating with or attending the function contemplated by this agreement.

### Insurance

The exhibitor acknowledges that NREL and the Greater Ft. Lauderdale/Broward County Convention Center do not maintain, and are not responsible for maintaining, insurance covering personal injury to the exhibitor or the exhibitor's property. Exhibitors also acknowledge that it is the sole responsibility of the exhibitor to obtain insurance covering such losses or damages. It is highly recommended that exhibitors obtain all-risk insurance for their exhibits.

### Subletting of Space

No exhibitor may assign, sublet, or apportion the whole or any part of the space unless authorized by NREL. Any exhibitor displays outside of the exhibit hall, in or outside of the Convention Center, or in or outside of the Marina Marriott must be approved by show management.

# Exhibitor Application and Agreement

**10th National Clean Cities Conference and Expo • May 2-5, 2004**  
**Greater Ft. Lauderdale/Broward County Convention Center • Ft. Lauderdale, Florida**

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Reserved by \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web site \_\_\_\_\_

**Fees - To secure the online registration rate, register at [www.ccities.doe.gov/conference.shtml](http://www.ccities.doe.gov/conference.shtml).**

Category	Early-Online (Before 12/31/03)	Early-Offline (Before 12/31/03)	Late-Online (After 12/31/03)	Late-Offline (After 12/31/03)	Totals
First Booth	\$1,500	\$1,750	\$1,750	\$2,250	= \$
Additional Booths	\$1,000	\$1,250	\$1,250	\$1,750	= \$
Sponsor Booth	\$1,250	\$1,500	\$1,500	\$2,000	= \$
Sponsor Additional Booths	\$750	\$1,250	\$1,250	\$1,500	= \$
2002/2003 Exhibitors	\$1,250	\$1,500	\$1,500	\$2,000	= \$
2002/2003 Additional	\$750	\$1,250	\$1,250	\$1,500	= \$
Southeastern U.S. Regional Businesses	\$750	\$1,250	\$1,250	\$1,500	= \$

**Grand Total = \$** \_\_\_\_\_

## Rate Guidance

1. There is no additional discount if you were an exhibitor in 2002 and/or 2003, and you are sponsoring in 2004.
2. Sponsorship categories must be selected and paid for to be eligible for the discounts. A sponsor is defined as a company/organization that contributes a minimum of \$2,500 cash.
3. Exhibit space must be selected and paid for to be eligible for the "early" discounts. Spaces are not reserved until payment is received.
4. Exhibit space is not refundable.

## Payment

Visa ☐ MasterCard ☐ Check ☐

Card No. \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

If you are not taking advantage of the less expensive online registration, mail or fax your completed form with payment to:

Clean Cities Conference Exhibit Registration  
1617 Cole Blvd., Mail Stop 1623  
Golden, CO 80401-3393  
Fax: 303-275-4320

**For more information, call 303-275-4317.**

Please list the booth number(s) you wish to reserve in order of preference.

1st Choice \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

## Official Exhibitor Information for Conference Program and Booth Signage

Please provide a no more than 30-word product/service description for inclusion in the final program. (Note: Besides general editing, the description you provide will appear in the final program exactly as you write it.) \_\_\_\_\_

I acknowledge and have read all applicable rules and regulations as stated in this prospectus. I specifically acknowledge the printed indemnification/liability clause and acknowledge that I have read the recommendation to acquire all-risk insurance for my exhibit. By signing this, I acknowledge that I have the authority to enter into this agreement on behalf of my company/organization.

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Greater Ft. Lauderdale/Broward County Convention Center • Expo Hall Floor Plan

